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ABSTRACT

This book provides a practical orientation as well as a conceptual framework for understanding the administrative process by examining the primary elements, functions, and processes involved with effective administration of adult, community, and continuing education agencies and organizations. The book is organized in nine chapters. Chapter 1 focuses on the administrator and examines the settings and contexts in which the administrative role is carried out. It details the characteristics and the functions, tasks, and skills for the administrator within adult, community, and continuing education agencies and organizations. An appendix to Chapter 1 contains a self-assessment inventory of administrative skills. Approaches to administration, such as the classical, human relations, organization behavior, contingency, and systems perspectives are explored in chapter 2 in relation to their appropriateness for adult, community, and continuing education. Chapter 3 addresses the administrator's role and involvement in the process of determining program content. Understanding budgetary and financial matters is the focus of chapter 4, and chapter 5 presents a staffing plan that articulates a process of identifying the roles and responsibilities of staff, an approach for selecting staff, strategies for communicating job expectations, and suggestions for developing staff. Chapter 6 is dedicated to the understanding of marketing and the essential elements of a marketing plan and promotional strategies; the process of public relations is also explored and effective strategies are offered. Chapter 7 reviews the process of program evaluation and suggests productive use of evaluation findings, while legal issues and ethical considerations are the focus of chapter 8. Chapter 9 discusses professional development and includes a sample professional development plan. Contains 161 references. (KC)